



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: FEBRUARY 8, 2022

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARDS: 1 AND 7

SUBJECT: SOLE SOURCE SERVICE AGREEMENT WITH PYRO SPECTACULARS, INC., FOR TWO DISTINCT PYROTECHNIC DISPLAYS AT LA SIERRA AND RYAN BONAMINIO PARKS FOR THE FOURTH OF JULY SHOWS; FOR A TERM COVERING APRIL 1, 2022 THROUGH JULY 5, 2024, IN THE TOTAL AMOUNT OF \$225,675

ISSUE:

Approve the Sole Source Service Agreement with Pyro Spectaculars, Inc. of Rialto, California, for two distinct pyrotechnic displays at La Sierra and Ryan Bonaminio Parks, for the Fourth of July shows from April 1, 2022 through July 5, 2024, in the total amount of \$225,675.

RECOMMENDATIONS:

That the City Council:

1. Approve the Sole Source Service Agreement with Pyro Spectaculars, Inc. of Rialto, California, for two distinct pyrotechnic shows for a three (3) year term covering the period of April 1, 2022 through July 5, 2024, with a contract price of \$225,675 to be paid out of the General Fund Recreation Professional Services Account; and,
2. Authorize the City Manager, or his designee, to execute the Sole Source Services Agreement with Pyro Spectaculars, Inc. and any other documents to effectuate the agreement including making minor, and non-substantive changes.

BACKGROUND:

Since 1996, the firework shows have been a staple of Riverside's Fourth of July celebration, with shows at both La Sierra Park and at the top of Mt. Rubidoux. Over the years, the firework shows have drawn more than 100,000 families each year from all over the Inland Empire.

The 2020 firework shows were cancelled in response to the Novel Coronavirus (COVID-19) pandemic.

On January 25, 2021, the Parks, Recreation and Community Services Department (PRCSD) posted Request for Proposal (RFP) No. 7817, for the Fourth of July Pyrotechnic Services, on the City's website. Proposals were due on February 9, 2021. One proposal was submitted by Exposhow, Inc. After review and evaluation Exposhow, Inc. was deemed responsive. After negotiations, Exposhow, Inc. proposed the following locations: La Sierra Park, Ryan Bonaminio Park, and Mt. Rubidoux for the terms of the agreement and subsequent years.

On March 23, 2021, City Council approved to proceed with the 2021 firework shows at La Sierra and Ryan Bonaminio Parks.

On June 4, 2021, City Council approved the award for RFP No. 7817 for pyrotechnic services for the Fourth of July fireworks shows to Exposhow, Inc.

On July 4, 2021, Exposhow Inc., notified the Parks, Recreation and Community Services Department that they would not be able to provide a firework show at La Sierra Park per the agreement with the City.

On September 21, 2021, the Parks, Recreation and Community Services Department (PRCSD) requested City Council to approve the cancellation of the Professional Service Agreement with Exposhow, Inc. due to a breach of contract. City Council requested that PRCSD staff return with options for the 2022 show to make up for the cancellation of the La Sierra Park show.

On December 15, 2021, the Safety, Wellness and Youth Committee were presented with enhancements and/or options for the 2022 Fourth of July firework shows.

DISCUSSION:

Due to the cancellation of the 2021 show at La Sierra Park, the Department has received input from the public and City Council on enhancing the show and location of the show. The Department has taken into consideration the feedback and developed a list of show enhancements for both locations. The Department also reached out to an experienced and reputable pyrotechnic company to provide options on having the show back on Mt. Rubidoux. Department staff has also been working on securing a three-year agreement with the pyrotechnic company through a single source procurement.

Purchasing Resolution No. 23812 section 702 (d) states Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required "When the Procurement can only be obtained timely from a single source and the Manager is satisfied that the best price, terms and conditions for the Procurement thereof have been negotiated".

Previous RFP's have resulted in no bids or a prior bidder who was unable to adhere to an agreement.

Upon discussion with the pyrotechnic company which have had several years of experience with the Fourth of July Firework Show at the top of Mt. Rubidoux, they do not deem the show at Mt. Rubidoux safe for various safety reasons; the complexity of the setup, lack of experienced personnel, and safety concerns and as a result the pyrotechnic company will not host the show at Mt. Rubidoux.

The 2022 firework shows proposed locations are La Sierra and Ryan Bonaminio Parks. The proposed locations and firework shows' cost associated with each site are as follows:

1. La Sierra Park (\$30,000 fireworks, \$5,000 enhanced show)
2. Ryan Bonaminio Park (\$40,000 fireworks)

As a result of the 2021 cancellation at La Sierra Park, City Council requested that the 2022 firework show at La Sierra be enhanced. The enhanced show will increase the main body of the show and finale with an additional cost of \$5,000. In addition, a community event is being organized to include live music, food, and vendors at both La Sierra and Ryan Bonaminio Parks.

In response to City Council's request to expand festivities throughout Riverside, staff continue to research other locations and enhancements for future consideration. Due to funding being cut in 2017, a permanent allocation to support the expanding event and sponsorship will be required and are being explored for the 2023 Fourth of July event.

Optional Event Enhancements for future firework shows

Pyro Sky Diving Team - The sky diving team features four skydivers with lighted outfits and 150 pyro shots from their feet. The team would kick off the celebration prior to the fireworks going off. *Estimated Cost: \$17,850*

Sky Writers - Airplane flyer over La Sierra Park with LED lights. *Estimated Cost: \$5,000*

Drone Light Show - In conjunction with the firework show, host a drone light show that has the capability to stretch up to 500 feet across the sky. Depending on how elaborate of a show the City would like to offer, there are several drone count options provided. *Estimated Cost: cost depends on the number of drones and elaborate designs, can range from \$40,000 to over \$100,000.*

Enhancement costs are estimated costs only and are not part of the agreement amount with Pyro Spectacular Inc. Future enhancements would be subject to purchasing's bidding process.

The Purchasing Manager concurs that the recommendation is in compliance with Purchasing Resolution No. 23812, Section 702 (d).

STRATEGIC PLAN ALIGNMENT:

The Fourth of July celebrations aligns with **Strategic Priority 1 – Arts, Culture and Recreation** and specifically, **Goal 1.2**, to enhance equitable access to recreational services offerings.

It also aligns with each of the Cross-Cutting Threads as follows:

1. **Community Trust** – Providing a controlled Fourth of July show at a city facility increases community trust and safety within the community.
2. **Equity** – A reliable provider who can provide services at both locations allows a larger population of the City to be served.
3. **Fiscal Responsibility** – Staff continues their research to secure a vendor that is reliable, and will be able to fulfill the services desired by the public.

4. **Innovation** – The proposed enhancements to the Fourth of July Firework shows prepares for the future through collaborative partnerships and an adaptive process.
5. **Sustainability & Resiliency** – The Fourth of July Firework Shows are the highest attended PRCSD events. Providing various options allows the City of Riverside to continue to provide in demand events to residents for future years.

FISCAL IMPACT:

Fiscal impact of the agreement is \$225,675 to the General Fund Recreation Recreational Services Account No. 5205000-421040. The chart below outlines the cost of annual cost of the fireworks show.

In 2017, funds were removed from the budget to provide the Fourth of July Firework shows and have never been re-appropriated. The PRCSD has utilized salary savings or non-personnel savings to produce these services. To account for the cancellation of the show in 2021 at La Sierra Park and assist in paying for this year's event, \$99,750 has been allocated from the FY 2020/21 department savings to the General Fund Recreation Non-Personnel budget to pay for this year's event. Appropriation for future year's shows will be included in the budget submission for those fiscal years. Fund raising efforts will be made to assist in offsetting the cost of future shows.

Pyrotechnic Agreement

Agreement Term (4/1/2022 – 7/5/2024)	Amount
Year 1 - La Sierra (\$35,000) and Ryan Bonaminio (\$40,000)	\$75,000
Year 2 - La Sierra (\$31,500) and Ryan Bonaminio (\$42,000)	\$73,500
Year 3 - La Sierra (\$33,075) and Ryan Bonaminio (\$44,100)	\$77,175
Agreement Fireworks Total (3-year term)	\$225,675

Prepared by: Pamela M. Galera, Parks, Recreation and Community Services Director
 Certified as to availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer
 Approved by: Kris Martinez, Assistant City Manager
 Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. Presentation
2. Sole Source Service Agreement with Pyro Spectacular, Inc. for La Sierra Park
3. Sole Source Service Agreement with Pyro Spectacular, Inc. for Ryan Bonaminio Park